

ORDER



KSDK

Orders
Order / Rev: 714325
Alt Order #: 06319390
Product Desc: SPENCE 4 GOVERNOR
Estimate: 918924
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Spence/ R/ Gov
Demographic: A35+
Product Codes: PL-Governor
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	72	\$51,075.00	\$43,413.75
09/24/12	09/30/12	13	\$7,425.00	\$6,311.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	85	\$58,500.00	\$49,725.00	0.00
Totals	85	\$58,500.00	\$49,725.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSDK	36%	\$58,500.00
Market	100%	\$162,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$3,250.00
KETC	0%	\$0.00
KMOV	16%	\$26,000.00
KNLC	0%	\$0.00
KPLR	4%	\$6,500.00
KTVI	42%	\$68,250.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	09/18/12	09/18/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$250.00		0.00				
E 2	KSDK	09/19/12	09/19/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSDK	09/19/12	09/19/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$250.00		0.00			
E 3	KSDK	09/20/12	09/20/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$250.00		0.00			
E 4	KSDK	09/21/12	09/21/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$250.00		0.00			
E 5	KSDK	09/24/12	09/24/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$250.00		0.00			
E 6	KSDK	09/18/12	09/18/12	M-F 10-11A News at 10am	CM	10-11A	-T-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$150.00		0.00			
E 7	KSDK	09/19/12	09/19/12	M-F 10-11A News at 10am	CM	10-11A	--W----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$150.00		0.00			
E 8	KSDK	09/20/12	09/20/12	M-F 10-11A News at 10am	CM	10-11A	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$150.00		0.00			
E 9	KSDK	09/21/12	09/21/12	M-F 10-11A News at 10am	CM	10-11A	----F--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$150.00		0.00			
E 10	KSDK	09/24/12	09/24/12	M-F 10-11A News at 10am	CM	10-11A	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$150.00		0.00			
E 11	KSDK	09/18/12	09/18/12	M-F 11-12P Today Show III	CM	11A-12P	-T-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					2	\$200.00		0.00			
E 12	KSDK	09/19/12	09/19/12	M-F 11-12P Today Show III	CM	11A-12P	--W----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					2	\$200.00		0.00			
E 13	KSDK	09/20/12	09/20/12	M-F 11-12P Today Show III	CM	11A-12P	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$200.00		0.00			
E 14	KSDK	09/21/12	09/21/12	M-F 11-12P Today Show III	CM	11A-12P	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$200.00		0.00			
E 15	KSDK	09/24/12	09/24/12	M-F 11-12P Today Show III	CM	11A-12P	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$200.00		0.00			
E 16	KSDK	09/18/12	09/18/12	M-F Noon News Noon News	CM	12-1230p	-T-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KSDK	09/18/12	09/18/12	M-F Noon News Noon News	CM	12-1230p	-T-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$275.00		0.00			
E 17	KSDK	09/19/12	09/19/12	M-F Noon News Noon News	CM	12-1230p	--W----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$275.00		0.00			
E 18	KSDK	09/20/12	09/20/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$275.00		0.00			
E 19	KSDK	09/21/12	09/21/12	M-F Noon News Noon News	CM	12-1230p	----F--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$275.00		0.00			
E 20	KSDK	09/24/12	09/24/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$275.00		0.00			
E 21	KSDK	09/23/12	09/23/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$525.00		0.00			
E 22	KSDK	09/23/12	09/23/12	This Week Cardinal Nat This WK Cards Nation 10a	CM	10-1030a (10:00 AM-10:30 AM)	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$200.00		0.00			
E 23	KSDK	09/18/12	09/18/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$450.00		0.00			
E 24	KSDK	09/19/12	09/19/12	M-F 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$450.00		0.00			
E 25	KSDK	09/20/12	09/20/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$450.00		0.00			
E 26	KSDK	09/18/12	09/18/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$675.00		0.00			
E 27	KSDK	09/19/12	09/19/12	M-F 6-7A 6-7a	CM	6-7A	--W----	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$675.00		0.00			
E 28	KSDK	09/20/12	09/20/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$675.00		0.00			
E 29	KSDK	09/21/12	09/21/12	M-F 6-7A 6-7a	CM	6-7A	----F--	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$675.00		0.00			
E 30	KSDK	09/24/12	09/24/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 30	KSDK	09/24/12	09/24/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$450.00		0.00			
E 31	KSDK	09/18/12	09/18/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$675.00		0.00			
E 32	KSDK	09/19/12	09/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$675.00		0.00			
E 33	KSDK	09/20/12	09/20/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$675.00		0.00			
E 34	KSDK	09/21/12	09/21/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$675.00		0.00			
E 35	KSDK	09/24/12	09/24/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$450.00		0.00			
E 36	KSDK	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 37	KSDK	09/22/12	09/22/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 38	KSDK	09/23/12	09/23/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$275.00		0.00			
E 39	KSDK	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$600.00		0.00			
E 40	KSDK	09/23/12	09/23/12	Meet The Press Meet The Press Sun 8-9A	CM	8-9A	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,000.00		0.00			
E 41	KSDK	09/18/12	09/18/12	M-F 4P News News 5 at Four	CM	4-430P	-T-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$400.00		0.00			
E 42	KSDK	09/19/12	09/19/12	M-F 4P News News 5 at Four	CM	4-430P	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$400.00		0.00			
E 43	KSDK	09/20/12	09/20/12	M-F 4P News News 5 at Four	CM	4-430P	---T---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$400.00		0.00			
E 44	KSDK	09/21/12	09/21/12	M-F 4P News News 5 at Four	CM	4-430P	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$400.00		0.00			

Order / Rev: 714325
 Alt Order #: 06319390
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Spence/ R/ Gov
 Product Desc: SPENCE 4 GOVERNOR
 Estimate: 918924

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 44	KSDK	09/21/12	09/21/12	M-F 4P News News 5 at Four	CM	4-430P	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$400.00		0.00			
E 45	KSDK	09/24/12	09/24/12	M-F 4P News News 5 at Four	CM	4-430P	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$400.00		0.00			
E 46	KSDK	09/18/12	09/18/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$1,200.00		0.00			
E 47	KSDK	09/19/12	09/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,200.00		0.00			
E 48	KSDK	09/20/12	09/20/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$1,200.00		0.00			
E 49	KSDK	09/21/12	09/21/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,200.00		0.00			
E 50	KSDK	09/24/12	09/24/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$800.00		0.00			
E 51	KSDK	09/18/12	09/18/12	M-F 5P News NIGHTLY NEW ADJ	CM	528-530P (5:28 PM-5:30 PM)	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$1,800.00		0.00			
E 52	KSDK	09/19/12	09/19/12	M-F 5P News NIGHTLY NEW ADJ	CM	528P-530P (5:28 PM-5:30 PM)	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,800.00		0.00			
E 53	KSDK	09/20/12	09/20/12	M-F 5P News NIGHTLY NEW ADJ	CM	528-530P (5:28 PM-5:30 PM)	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$1,800.00		0.00			
E 54	KSDK	09/21/12	09/21/12	M-F 5P News NIGHTLY NEWS ADJ	CM	528-530P (5:28 PM-5:30 PM)	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$1,800.00		0.00			
E 55	KSDK	09/24/12	09/24/12	M-F 5P News NIGHTLY NEW ADJ	CM	528-530P (5:28 PM-5:30 PM)	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
E 56	KSDK	09/18/12	09/18/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$1,350.00		0.00			
E 57	KSDK	09/19/12	09/19/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,350.00		0.00			
E 58	KSDK	09/20/12	09/20/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 714325
 Alt Order #: 06319390
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Spence/ R/ Gov
 Product Desc: SPENCE 4 GOVERNOR
 Estimate: 918924

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 58	KSDK	09/20/12	09/20/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1				\$1,350.00		0.00			
E 59	KSDK	09/21/12	09/21/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--		1				\$1,350.00		0.00			
E 60	KSDK	09/24/12	09/24/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1				\$900.00		0.00			
E 61	KSDK	09/22/12	09/22/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$600.00		0.00			
E 62	KSDK	09/22/12	09/22/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$650.00		0.00			
E 63	KSDK	09/23/12	09/23/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$675.00		0.00			
E 64	KSDK	09/18/12	09/18/12	Tonight Show Tonight Show	CM	1035-1137p	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1				\$250.00		0.00			
E 65	KSDK	09/19/12	09/19/12	Tonight Show Tonight Show	CM	1035-1137p	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----		1				\$250.00		0.00			
E 66	KSDK	09/20/12	09/20/12	Tonight Show Tonight Show	CM	1035-1137p	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1				\$250.00		0.00			
E 67	KSDK	09/21/12	09/21/12	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--		1				\$250.00		0.00			
E 68	KSDK	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1035-1137p	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1				\$250.00		0.00			
E 69	KSDK	09/18/12	09/18/12	LN (M-F) LN (M-F)	CM	10-1035p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1				\$1,200.00		0.00			
E 70	KSDK	09/19/12	09/19/12	LN (M-F) LN (M-F)	CM	10-1035p	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----		1				\$1,200.00		0.00			
E 71	KSDK	09/20/12	09/20/12	LN (M-F) LN (M-F)	CM	10-1035p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1				\$1,800.00		0.00			
E 72	KSDK	09/21/12	09/21/12	LN (M-F) LN (M-F)	CM	10-1035p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 714325
 Alt Order #: 06319390
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Spence/ R/ Gov
 Product Desc: SPENCE 4 GOVERNOR
 Estimate: 918924

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 72	KSDK	09/21/12	09/21/12	LN (M-F) LN (M-F)	CM	10-1035p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$1,800.00		0.00			
E 73	KSDK	09/24/12	09/24/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$1,200.00		0.00			
E 74	KSDK	09/22/12	09/22/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$1,200.00		0.00			
E 75	KSDK	09/23/12	09/23/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$1,350.00		0.00			
E 76	KSDK	09/23/12	09/23/12	LN2 (Su) LN2 (Su)	CM	1033p-11p	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$500.00		0.00			
E 77	KSDK	09/18/12	09/18/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1				\$900.00		0.00			
E 78	KSDK	09/19/12	09/19/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1				\$900.00		0.00			
E 79	KSDK	09/20/12	09/20/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---T---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1				\$900.00		0.00			
E 80	KSDK	09/21/12	09/21/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$900.00		0.00			
E 81	KSDK	09/24/12	09/24/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1				\$900.00		0.00			
E 82	KSDK	09/21/12	09/21/12	Fri Prime C Dateline	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$1,200.00		0.00			
E 83	KSDK	09/23/12	09/23/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$1,350.00		0.00			
Totals													85	\$58,500.00	